



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: **17 February 2016**

Country: Republic of Moldova

Description of the assignment: National communication consultant to support Moldova Social Innovation Hub (MiLab) in the communication, outreach and visibility activities

Project name: Moldova Social Innovation Hub (MiLab)

Period of assignment/services: 10 months, March – December 2016, up to 10 working days per month (with possibility of extension)

Proposals should be submitted by pressing the "Apply Now" button no later than [March 1, 2016](#).

Requests for **clarification only** must be sent by standard electronic communication to the following e-mail: cristina.lisii@undp.org. UNDP will respond by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all applicants.

1. BACKGROUND

There is a fast shift taking place in the realm of public policy and development program design around the world. Rise of democracy, spread of new technologies and knowledge, but also shrinking resources of the public and development organizations in the face of increased complexity and interconnectedness of the social challenges, mean that design and implementation of public policies and development programs has seized to be under the exclusive remit of the selected few.

Along with the opening up of the public policy space, the rise of civic activism have changed the way the Governments approach public policy development, service delivery and engage with the citizens. These trends put the Governments under increased scrutiny, leading to more transparency and accountability. Moldovan Government has also sought to ensure more openness and transparency in interaction with public, including through implementation of E-transformation agenda and setting up the on-line Aid Management Platform (AMP). The Government has increasingly looked to tap into expertise and solutions from other sectors and wants to move towards 'networked governance' solutions to the issues it faces daily.

UNDP Moldova itself, through MiLab, has supported national counterparts in embarking on several innovative projects that seek to apply new approaches to engage with citizens and enable people to contribute stronger to the country's development. Some previous examples include: gaming for youth employment; applying behavioral insights for TB treatment; EduSoft Hackathon, etc.

MiLab acts as a multilateral platform serving to engage actors from different sectors (public, private, non-profit, etc.) to seek and experiment with innovative approaches to the society's problems. Its work is structured around three interlinked components, i.e. redesigning public services using Human-Centred Design approach, scanning the horizon for other innovative approaches to governance and mainstreaming social innovation. Each component includes specific interventions that may be activated or deactivated depending on the corporate decision and needs of the national counterpart(s).

The **public service redesign** component involves working closely with the focal point/team from the public authority to transfer knowledge, apply design thinking tools, and engage citizens in the process of redesigning specific services.

The **horizon scanning** component includes experimenting and testing new governance approaches and innovative policy design tools, such as randomize control trials, early warning system, futurescaping and others.

The component of **mainstreaming social innovation** builds on previous two components and involves promoting and reflecting MiLab's activity in virtual spaces, and organizing events to promote social innovation and good-case practices for different stakeholders groups (civil servants, private sector, NGOs, initiative groups, etc.)

2. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

The **national consultant** is expected to provide support to various MiLab interventions as it regards communication, outreach, various visibility activities and capacity building undertakings through:

- Ensuring the development and implementation of specific communication strategies and plans for each specific intervention under the above-listed components which are under implementation in 2016;
- Ensuring efficient communication on and dissemination of results achieved within each intervention through tailored press releases, written and audio materials, social media, among others; consultant shall ensure dissemination; ensure monitoring and evaluation of the communication and outreach activities through brief narrative reports to MiLab team;
- Strictly observing UNDP standards and practices related to communication and visibility efforts; all developed materials shall be adapted / translated into Romanian/English/Russian depending on the specific requests from the Project team.

For detailed information, please refer to Annex 1 – Terms of Reference.

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

I. Education:

- Degree in journalism, public relations, social sciences, economics or related areas. Additional training and certification in communication/journalism is an asset.

II. Years of experience:

- At least three (3) years of progressively responsible experience is required in communications, including as public relations specialist, social media account manager or communications consultant;
- Proven experience in developing communication/public relations strategies and action plans;

- Working experience in the field of media, public relations and/or communications advisory services within the NGO sector, Government institutions, or international organizations would be an advantage;
- Proven experience of developing and conducting online campaigns and building social media presence is an asset.

III. Competencies:

- Proven understanding of online media and new communication trends is a strong asset;
- Very good knowledge of office software packages, ability of handling web-based and social media platforms;
- Fluency in both oral and written Romanian, Russian and English is a must;
- Working knowledge of one or more additional languages relevant for Moldova, including Bulgarian, Gagauzian, Romani, Ukrainian or sign language is an asset;
- Excellent writing skills.
- Ability to think creatively, to develop and implement innovative solutions in a challenging environment;
- Ability to analyse, plan, communicate with various stakeholders and present ideas clearly and effectively.

IV. Personal qualities:

- Proven commitment to the core values of the United Nations, in particular, respecting differences of culture, gender, religion, ethnicity, nationality, language, age, HIV status, disability, and sexual orientation, or other status;
- Excellent organizational and administrative skills;
- Excellent communication and teamwork skills;
- Responsibility;
- Creativity;
- Flexibility.

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

1. Proposal:
 - (i) explaining why they are the most suitable for this position;
 - (ii) Copies of at least three samples of the following documents developed in the past: press releases, success stories, media materials (TV, Radio, Newspapers), links to on-line materials relevant to previous assignments, scripts for press conferences, talking points.
2. Financial proposal in USD;
3. Personal CV including past experience in similar projects and the contact details of at least 3 reference persons;

5. FINANCIAL PROPOSAL

The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in installments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals the

financial proposal shall include a breakdown of this lump sum amount (including fee, taxes, travel, per diems, and number of anticipated working days).

Travel

All envisaged travel costs must be included in the financial proposal. This includes all travel to join duty station/repatriation travel. In general, UNDP should not accept travel costs exceeding those of an economy class ticket. Should the IC wish to travel on a higher class he/she should do so using their own resources.

In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.

6. EVALUATION

Initially, individual consultants will be long-listed based on the following **minimum qualification criteria**:

- Degree in journalism, public relations, social sciences, economics or related areas.
- At least 3 years of relevant professional experience in communications, including as public relations specialist, social media account manager or communications consultant;

The long-listed individual consultants will be further evaluated by a Selection Committee based on the following short-listing criteria:

| Short-listing Criteria | Scoring | Maximum Points Obtainable |
|--|---|----------------------------------|
| Degree in journalism, public relations, social sciences, economics or related areas. Additional training and certification in communication/journalism is an asset. | Degree – 30 pts, additional training and certification in communication - 10 pts, up to 40 pts. | 40 |
| At least 3 years of relevant professional experience in communications, including as public relations specialist, social media account manager or communications consultant. | 3 years –30 pts, each additional year of experience – 5 pts, up to a maximum of 40 pts. | 40 |
| Proven experience in developing communication/public relations strategies and action plans. | Yes – up to 20 pts; No – 0 pts | 20 |
| Proven experience of developing and conducting online campaigns and building social media presence is an asset. Please provide print screens, copies of relevant samples. | Yes – up to 20 pts; No – 0 pts | 20 |
| Experience in similar assignments with UN and/or other donor organizations is an advantage. | Yes – up to 10 pts; No – 0 pts | 10 |
| TOTAL | | 130 |

The first three candidates who passed short-listing evaluation criteria with the best score shall be invited for the writing test, interview and pass cumulative analysis.

Cumulative analysis

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as:

- a) responsive/compliant/acceptable, and
- b) having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

* Technical Criteria weight – 60% (300 pts);

* Financial Criteria weight – 40% (200 pts).

Only candidates obtaining a minimum of 210 points would be considered for the Financial Evaluation.

| Technical Evaluation Criteria | Scoring | Max. Points Obtainable |
|---|---|------------------------|
| Interview (demonstrated technical knowledge and experience; communication/ interpersonal skills; initiative; creativity/ resourcefulness) | | |
| Proven understanding of online media and new communication trends is a strong asset. | limited – <15 pts; satisfactory – <45 pts | 45 |
| Ability to think creatively, to develop and implement innovative solutions in a challenging environment. | Up to 50 pts | 50 |
| Ability to analyse, plan, communicate with various stakeholders and present ideas clearly and effectively. | Up to 60 pts | 60 |
| Very good knowledge of office software packages, ability of handling web-based and social media platforms. | limited – <10 pts satisfactory – <40 pts | 40 |
| Fluency in oral Romanian, Russian and English. | Romanian – up to 10 pts; Russian – up to 10 pts; English – up to 10 pts | 30 |
| Working knowledge of one or more additional languages relevant for Moldova, including Bulgarian, Gagauzian, Romani, Ukrainian or sign language is an asset. | Each additional language – 5 pts – up to 15 pts | 15 |
| Writing test (demonstrated communication skills, ability present information logically, clearly and concisely) | | |
| Outstanding writing skills (grammatical, lexical and semantic aspects). | Occasional mistakes – up to 30 pts Frequent mistakes – 0 pts | 30 |
| Ability to present information clearly and effectively. | limited – <15 pts, satisfactory – <25pts, extensive – <30 pts | 30 |
| Maximum Total Technical Scoring | | 300 |
| Financial | | |
| Evaluation of submitted financial offers will be done based on the following formula: $S = F_{min} / F * 200$ S – score received on financial evaluation; Fmin – the lowest financial offer out of all the submitted offers qualified over the technical evaluation round; F – financial offer under consideration. | | 200 |

Winning candidate

The winning candidate will be the candidate, who has accumulated the highest aggregated score (technical scoring + financial scoring).

ANNEXES:

ANNEX 1 – TERMS OF REFERENCES (TOR)

ANNEX 2 – INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS